MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

E-COMMERCE & EXTERNAL MARKETING

"Boost Digital Sales Through Smart Online Strategies & Targeted Outreach"

Schedule

Date	Venue	Fees (Face-to-Face)
22 – 24 Sep 2026	Muscat, Oman	USD 2495 per delegate
18 – 20 Nov 2026	Dubai, UAE	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

With digital commerce evolving rapidly, businesses must align their marketing strategies with the latest tools, platforms, and consumer behavior trends to remain competitive. Whether you\'re selling products or services, understanding the synergy between e-commerce platforms and external marketing is critical to driving growth.

This hands-on course empowers professionals with strategies to optimize e-commerce operations, use digital marketing effectively, and boost visibility and conversion. Participants will explore online customer journeys, platform optimization, social media campaigns, SEO, email marketing, and performance analytics.

Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of e-commerce operations and customer journey design
- Develop external digital marketing strategies that increase brand visibility and sales
- Optimize online storefronts and product listings for conversion
- Use SEO, email marketing, and social platforms to drive targeted traffic
- Analyze key performance indicators (KPIs) to refine campaigns and boost ROI

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Why Attend

- Learn how to integrate marketing strategies into your e-commerce workflow
- Gain insight into consumer behavior and digital sales funnels
- Increase engagement through content, social, and email marketing techniques
- Use tools like Google Analytics, Meta Ads, and keyword research platforms
- Improve your organization’s online presence and digital profitability

Target Audience

This program is designed for:

- Marketing, communications, and sales professionals involved in digital campaigns
- E-commerce managers, coordinators, and online product owners
- Entrepreneurs and business owners operating online platforms
- Anyone responsible for growing online presence, traffic, or digital sales

Individual Benefits

Key competencies that will be developed include:

- Planning and launching e-commerce campaigns
- Crafting compelling online content and marketing messages
- Using SEO, SEM, and email for business growth
- Measuring success through marketing analytics tools
- Managing external channels like affiliate networks, influencers, and PPC

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved digital visibility and conversion strategies
- Stronger alignment between online marketing and sales objectives
- Better data-driven decision making in digital campaign management
- Greater returns from advertising and promotional investments
- Increased customer engagement, retention, and lifetime value

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Key concepts in e-commerce platforms and digital outreach
- Case Studies – Real-world brand success stories in online marketing
- Workshops – Campaign design, SEO writing, email setup, and ad targeting
- Peer Exchange – Brainstorming sessions on marketing channels and tactics
- Tools – Templates for campaign planning, analytics dashboards, and SEO tracking

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Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: E-Commerce Foundations & Digital Strategy

- Module 1: Understanding E-Commerce Ecosystems (07:30 – 09:30) • Business models: B2B, B2C, D2C, and marketplaces • Customer journeys and user experience principles • Key features of successful e-commerce platforms
- Module 2: Website Optimization & Conversion (09:45 – 11:15) • Homepages, product pages, and checkout design • Mobile responsiveness and site performance • Call-to-action (CTA) techniques that drive sales
- Module 3: External Marketing Overview (11:30 – 01:00) • Paid vs. organic strategies • Touchpoints across digital media • Aligning marketing goals with e-commerce objectives
- Module 4: Workshop – Storefront Review & Audit (02:00 – 03:30) • Group evaluation of real e-commerce websites

Day 2: Search, Content, and Email Marketing

- Module 1: Introduction to SEO & SEM (07:30 – 09:30) • Keyword research and content optimization • On-page and off-page SEO • Google Ads fundamentals
- Module 2: Email Marketing Essentials (09:45 – 11:15) • Building and segmenting a mailing list • Writing conversion-driven email content • Automation and campaign analytics
- Module 3: Content Marketing for E-Commerce (11:30 – 01:00) • Blog content, product storytelling, and UGC • Visual content: images, video, and infographics • Brand consistency across channels
- Module 4: Workshop – Campaign Builder (02:00 – 03:30) • Participants draft an email and SEO-based content strategy

Day 3: Social Media, Influencers & Analytics

- Module 1: Social Media for E-Commerce (07:30 – 09:30) • Organic and paid strategies for Instagram, Facebook, TikTok • Social commerce features and live selling • Managing feedback and customer interaction
- Module 2: Influencer & Affiliate Marketing (09:45 – 11:15) • Choosing the right influencers and partnerships • Setting goals and tracking performance • Contracts, compliance, and content ownership
- Module 3: Performance Tracking & Analytics (11:30 – 01:00) • KPIs: impressions, conversions, CTR, bounce rate, ROI • Google Analytics and platform-specific dashboards • Interpreting reports and refining strategy
- Module 4: Final Presentations & Wrap-Up (02:00 – 03:30) • Group campaign presentations • Q&A, lessons learned, and next steps

Certification

Participants will receive a Certificate of Completion in E-Commerce & External Marketing, confirming their expertise in digital marketing strategies, platform optimization, and e-commerce growth tools for real-world business application.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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